

WHAT IS CLAIMED IS:

1. A server for a compensation-granting portal site on the Internet having a first URL, the server comprising:

a URL rewriting unit for receiving a second URL of a web page of another server upon a user's request, for rewriting said second URL to be linked to said first URL, and for transmitting said rewritten second URL to the user.

2. A server as claimed in claim 1, further comprising a compensation-granting unit connected to said URL rewriting unit, said granting unit granting compensation relating to a deal performed by the user on said web page having said second URL.

3. A server as claimed in claim 2, wherein said compensation-granting unit grants said compensation by means of insurance.

4. A server as claimed in claim 1, further comprising:

a compensation-granting database for storing identification information that identifies said web page having said second URL which provides the deal, to which said compensation can be granted; wherein:

said URL rewriting unit rewrites said second URL when identification information of said web page requested by the user is stored in said compensation-granting database.

5. A server as claimed in claim 1, further comprising:

a compensation-granting database for storing identification information that identifies said web page having said second URL which provides the deal, to which said compensation can be granted; wherein:

said compensation-granting database grants compensation for said deal when identification information of said web page, on which the deal is performed, is stored in said compensation-granting database.

6. A server as claimed in claim 1, further comprising:

a compensation-granting database for storing identification information that identifies said web page having said second URL which provides the deal, to which said compensation can be granted; and

an indicating unit for indicating on a terminal of the user that said compensation is granted to said deal performed on said web page when identification information of a web page requested by the user is stored in said compensation-granting database.

7. A server as claimed in claim 1, further comprising:

a history database for storing an access history of the user accessing a web page having said first URL with corresponding identification information of the user; and

a compensation-executing unit for judging whether said deal is truly performed, when the user applies for compensation for said deal, using said access history stored in said history database, and for paying said compensation to the user when said deal is truly performed.

8. A server as claimed in claim 1, further comprising:

a history database for storing an access history of the user accessing a web page having said first URL with corresponding identification information of the user; and

said compensation-granting unit judges whether to grant said compensation to the user, based on a time of final access to said first URL, using said access history.

9. A server as claimed in claim 1, further comprising:

a storing unit for storing information that specifies a time of final access to the web page having said first URL by the user; and

said compensation-granting unit judges whether to grant said compensation to the user based on said time of final access stored in said storing unit.

10. A compensation-granting system provided on the Internet, comprising:

a portal site server having a first URL and being connectable through the Internet with a user terminal through which a user requests a second URL; and

a URL rewriting unit for receiving said second URL of a web page of another server upon the user's request, and for rewriting said second URL to be linked to said first URL and for transmitting said rewritten second URL to the user.

11. A compensation-granting system as claimed in claim 10, further comprising a compensation-granting unit connected to said URL rewriting unit, said granting unit granting compensation relating to a deal performed by the user on said web page having said second URL.

12. A method for granting compensation for a deal performed on the Internet for use with a portal site server having a first URL, comprising the steps of:

receiving a second URL of a web page of another server upon a user's request; and

rewriting said second URL to be linked to said first URL of said portal site server which grants compensation for the deal; and

transmitting said rewritten second URL to the user.

13. A method as claimed in claim 12, further comprising the steps of: granting compensation for a deal that is performed by the user on said web page having said second URL.

14. A method as claimed in claim 12, wherein: said step of granting compensation grants said compensation by means of insurance.

15. A method as claimed in claim 12, further comprising the step of:

storing identification information that identifies a web page having said second URL which provides the deal, to which said compensation can be provided; wherein:

said step of rewriting said second URL rewrites said second URL when identification information of a web page requested by the user is stored by said storing step.

16. A method as claimed in claim 12, further comprising the step of:

storing identification information that identifies a web page which provides a deal, to which said compensation can be provided; wherein:

said step of granting said compensation grants compensation to said deal when identification information of a web page, on which the deal is performed, is stored by said storing.

17. A method as claimed in claim 12, further comprising the steps of:

storing identification information that identifies a web page which provides a deal, to which said compensation can be provided; and

indicating on a terminal of the user that said compensation is granted to the deal performed on said web page when said identification information of said web page requested by the user is stored by said storing.

18. A method as claimed in claim 12, further comprising the steps of:
storing an access history of the user accessing said portal site server with corresponding identification information of the user; and
judging whether the deal is truly performed based on said access history stored by said storing step when the user applies for compensation for said deal; and
paying said compensation to the user when said deal is truly performed.

19. A method as claimed in claim 12, further comprising the steps of:
storing an access history of the user accessing said portal site server with corresponding identification information of the user; and
judging whether to grant said compensation to the user, based on a time of final access to said portal site server, using said access history.

20. A method as claimed in claim 12, further comprising the steps of:
storing information that specifies a time of final access to said portal site server by the user; and
judging whether to grant compensation to the user, based on the time of final access to said portal site server, using said stored information.

21. A method for granting compensation for a deal performed on the Internet, comprising the steps of:
receiving access of a user who performs a deal at a web page linked to a portal site server that grants compensation; and
granting a compensation for the deal performed by the user.

22. A method as claimed in claim 21, wherein: said step of granting said compensation grants said compensation by means of insurance.

23. A method as claimed in claim 22, further comprising the step of:
storing a total amount of sales of merchandise sold at said web page and a total amount of said insurance paid to the user for said merchandise, with corresponding merchandise identification information that identifies said merchandise; and
setting or updating an amount of said insurance for said merchandise according to a

ratio of said total amount of said insurance to said total amount of sales.

24. A method as claimed in claim 22, further comprising the steps of:

storing a total amount of sales of merchandise sold at web pages operated by member stores and a number of times of granting said insurance to said merchandise sold by each member store with corresponding member store identification information that identifies said member store; and

setting or updating a premium paid by said member store according to a ratio of said number of times of granting said insurance to said total amount of sales.

25. A method as claimed in claim 24, wherein said step of setting or updating sets or updates an amount of compensation that can be paid to the user according to said ratio of said number of times of granting said insurance to said total amount of sales.

26. A method as claimed in claim 22, further comprising the steps of:

storing a total amount of sales of merchandise sold at web pages operated by member stores and an amount of said insurance paid to the user for said merchandise sold by said member stores with corresponding member store identification information that identifies each member store; and

setting or updating a premium paid by said member store according to a ratio of said amount of said insurance paid to the user to said total amount of sales.

27. A method as claimed in claim 26, wherein said step of setting or updating sets or updates an amount of compensation that can be paid to the user according to said ratio of said amount of insurance paid to the user to said total amount of sales.

28. A method as claimed in claim 22, further comprising the steps of:

storing a total amount of purchase of the user at said web page and a number of times of applying for said insurance by the user with corresponding user identification information that identifies the user; and

setting or updating an amount of compensation paid to the user according to a ratio of said number of times of applying for said insurance by the user to said total amount of purchase of the user.

29. A method as claimed in claim 28, wherein said step of setting or updating sets or updates said amount of compensation that can be paid to the user according to said ratio of said number of times of applying for said insurance by the user to said total amount of purchase of the user.

30. A method as claimed in claim 22 further comprising the steps of:

storing a total amount of purchase of the user at said web page and an amount of compensation paid to the user with corresponding user identification information that identifies the user; and

setting or updating an amount of compensation paid to the user according to a ratio of said amount of compensation paid to the user to said total amount of purchase of the user.

31. A method as claimed in claim 30, wherein said step of setting or updating sets or updates said amount of compensation that can be paid to the user according to said ratio of said amount of compensation paid to the user to said total amount of purchase of the user.

32. A method as claimed in claim 23 or 24, wherein said step of setting or updating sets or updates coverage applied to said merchandise according to said ratio of said total amount paid as insurance for said merchandise to said total amount of sales for said merchandise.

33. A method as claimed in claim 28, wherein said step of setting or updating sets or updates a limit for the user to purchase merchandise, to which said compensation can be paid, according to said ratio of said number of times of applying for said insurance by the user to said total amount of purchase.

34. A method as claimed in claim 30, wherein said step of setting or updating sets or updates a limit for the user to purchase merchandise, to which said compensation can be paid, according to said ratio of said amount of compensation paid to the user to said total amount of purchase of the user.

35. A method as claimed in claim 21, further comprising the steps of:

storing a number of times of access to said portal site server by the user; and

judging whether to provide said compensation to the user based on said number of

times of access.

36. A server for a insurance-granting portal site on the Internet having a first URL, the server comprising:

a URL rewriting unit for receiving a second URL of a web page of another server upon a user's request, for rewriting said second URL to be linked to said first URL, and for transmitting said rewritten second URL to the user;

a compensation-granting unit connected to said URL rewriting unit, said granting unit granting insurance relating to a deal performed by the user on said web page having said second URL; and

a compensation-granting database for storing identification information that identifies said web page having said second URL which provides the deal, to which said compensation can be granted; wherein:

said URL rewriting unit rewrites said second URL when identification information of said web page requested by the user is stored in said compensation-granting database; and

said compensation-granting database grants compensation for said deal when identification information of said web page, on which the deal is performed, is stored in said compensation-granting database.